# Subject Overview

Visitors’ experiences can be greatly enhanced through communication that explains the context of the location or attraction they are exploring. Communication methods can include signage, digital and audio-visual materials, maps and brochures along with oral communication provided by guides and other subject experts. This subject provides an introduction to models, theories and approaches used by visitors when exploring tourist locations. Student will be required to critique existing examples of interpretive material and design and develop interpretation media for set locations.

# Learning Outcomes

- Compare and contrast models of interpretation and communication theories
- Explain how the different principles of interpretation have shaped various interpretive products
- Identify the interpretive needs and expectations of eco-tourists
- Evaluate existing examples of interpretive and presentation media for tourism locations
- Design effective interpretation media to enhance tourism visitor experiences

# Assessments

<table>
<thead>
<tr>
<th>Details</th>
<th>Weighting</th>
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<tbody>
<tr>
<td>Essay</td>
<td>25%</td>
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<tr>
<td>Report</td>
<td>35%</td>
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<tr>
<td>Interpretive media presentation</td>
<td>40%</td>
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</tbody>
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# Graduate Attributes addressed in this subject

- Preparedness
- Ethical and social understanding
- Systematic and coherent body of knowledge
- Cognitive skills to consolidate knowledge
- Scholarly skills
- Interpersonal and Teamwork skills
- Communication skills